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Heritage Mountain to Be A 4-Seasons Fun Spot

"Heritage Mountain" is a catchy name that is already well-known in Utah because of the media. It is a shortened version of the proper name, Heritage Mountain Resort — a conceptual four-seasons vacation destination developed around an international theme.

The cultural scheme of things at Heritage Mountain hasn't been explained in depth yet, so the company's public relations director, Steve Bennett, described the concept in more detail.

To start with, he stressed that Heritage Mountain is a year-round resort, although it easily has the potential of becoming one of the outstanding ski facilities on the North American continent.

It will have more than 70 ski runs, a series of re-created European and Mountain West villages, and hotels, restaurants, shops, village squares, fountains, flowers, cultural halls and a theatre — a complex with something for all the family.

"Heritage Mountain," Bennett said, "could be a major factor in improving the economy of our state."

He said the developers are following Utah tradition in their efforts to revive recreation, sports and entertainment that harkens back to early history.

"Old movies and novels always seem to show Utahns as dour, Bible-thumping Mormons who considered all fun to be sin. However, history tells us that Brigham Young and other early leaders were strong supporters of recreation, and encouraged music, drama, dancing and sports as necessary parts of life," Bennett said.

He recalled that America's first amusement park, Cedar Point

uppermost in the minds of people throughout Utah: Are we going to be plagued with a hustle-of-a-ski resort/amusement park, a Disneyland-like park, or what?"

The facts, Bennett said, are that the Heritage Mountain complex will be above all an Old World re-creation. A series of villages, divided into four major groupings will be built at the base of the "Y" mountain in Provo.

Former missionaries to foreign countries will have a jump on jobs at Heritage Mountain because of their familiarity with the respective countries' language, history and customs. In addition, Bennett said, large numbers of high school-age and college-age students and senior citizens will fill the estimated 1,000-plus jobs.

"Many residents of Utah speak with Old World accents, and these are the ones the Heritage Mountain people say they want to hire to man the villages," Bennett said. "Especially important will be the craftsmen who will demonstrate and teach hand skills to the young students as well as to the guests. They will be clock-makers, jewelers, music box artisans, wood carvers."

And they will be in authentic dress.

The countries represented at Heritage Mountain will be Norway, Sweden and Denmark in the Scandinavia Village cluster; England, Scotland, Wales and Ireland in the British Isles Village group (the first to be built); the Netherlands, Switzerland, Germany and Italy in the Continental Europe Village group; and the American Indian and Mountain Men represented in the Mountain West site.

Not only will the structures be replicated to match the home countries as closely as possible,

"Records were not kept accurately in the old days, and the developers have unofficial records that show at least 100,000 from Continental Europe," he added.

Bennett believes that in no other way are the creativity and originality of the people behind Heritage Mountain more apparent than in planning the villages.

To illustrate, he described an imaginary visit to the British Isles village: "Suppose a visitor stays overnight. He will check in at a small, low-rise English country inn. He will be shown to a cozy, intimate room furnished in the British style complete with down-filled quilts and hand-embroidered pillowcases.

"After a night's sleep, he will come down from his second-story room and enter a village square built exactly like the ones seen throughout the British Isles. He will see a cluster of buildings with shops filled with British products.

"He will see a Welsh castle with towers and moats, or, off in a corner, he will see a puppet show in progress, or someone giving lessons in playing the bagpipes, or a Dickens story-telling center.

"He will walk on cobblestones, drink from the town fountain, enjoy the flowers and he can take a few steps and watch — or better still, he can learn — an Irish folk dance accompanied by a flute.

"And this is only one of 14 villages!"

Young suitors of old Wales used to carve elaborate wooden spoons to give to their sweethearts as a token of affection — a carving expert from Wales will demonstrate and teach the art to Heritage Mountain-goers, Bennett



This is an artist's concept of what the Heritage Mountain resort will look like upon completion.

The limousine pulls up at Sax Fifth Avenue in New York. The chauffeur deferentially opens the door and Dian Thomas emerges, ready to buy her clothes from a clothing specialist who already has a selection of clothes selected that fit Dian's size and tastes.

Dian Thomas has been seen on television by millions of people who tuned into her appearances on The Tonight Show, the Phil Donahue Show, the Mike Douglas Show, Good Morning America, and who now see her in a regular spot on NBC's The Today Show.

Dian Thomas is an American success story, who catapulted herself to fame following a lifetime of preparation — and overcoming a surprising reading difficulty. The result is an incredible decade of experiences she never anticipated.

The author-lecturer commutes between Provo and New York, and reflected in a Herald interview about her meteoric rise from school teacher to nationwide speaker and television personality.

"Ten years ago my best seller, 'Roughing It Easy' made the New York Times' best seller list, and I remember wondering what my life would be like 10 years from then," she says.

It's been 10 earth years, but uncalculable light years, since the friendly, open, ebullient Utah native published her first book and used it as a springboard to acclaim.

Dian has an audience on network television, is a national spokesperson for Dow Chemical Company and is an encore teacher and lecturer throughout the United States. During 1983 she made 30 television appearances on NBC's the Today Show, and saw her 1982 book "Today's Tips for Easy Living," continue to sell well.

To many observers, she has it made on a road of gold. But if she indeed has it made, she has made it on a bumpy road she paved herself.

The road wasn't always easy in large measure because she had a secret that plagued her for 25 years: she couldn't really read well.

"I grew up on a ranger's station, which was a child's paradise. I didn't have time for books, and by the second grade I was at the bottom of my class in reading, spelling and writing."

She could have let herself be labeled a scholastic failure, but she was more determined than that. She learned how to absorb things visually, used a chalk board to figure things out and attended as many lectures as possible.

With such determination, she graduated from high school with a B-plus average and was accepted for college studies at Brigham Young University.

Reading problems continued to plague her throughout college.

"I remember walking past the BYU Health Center with tears streaming down my face because I had a teacher who called on her students to read in front of the class. I lived in fear that she would call on me and my secret would be discovered by my peers."

Dian made it through college, however, using a formula that worked. Before the first test in each class, she would attend all lectures, laboriously read the text book and look for any help sections. After the exam, she would determine from where the source of the test materials came. If it didn't come from the book,

Dian taped the programs in one day, and one reason she thinks the Today Show continued to use her was that she was thoroughly prepared. She had a crew with her that would help set up one set while she changed clothes, so she didn't delay production time.

One of her workers, Kathleen Lubeck, four years ago challenged her to get a permanent or semi-regular slot on the Today Show, and Dian waited for her opportunity.

"I had brought a wheelbarrow to cook in, and the show had gone really well. Tom Brokaw (then co-anchor of the show) asked me what would happen if a drunk guest sat down on the charcoal-filled wheelbarrow. I grinned and said, 'Well, Tom, then you will have a rump roast.'"

Studio personnel broke down in laughter. She could hear film critic Gene Shallit chuckling, and as co-anchor Jane Pauley left she told Dian she had won the zinger of the day.

"Something clicked. I knew it was time to ask for a more permanent arrangement," she says.

Dian summoned her courage and approached Tom Brokaw, who was receptive to the idea. She talked her way into a five minute interview with the producer, which ballooned to an hour.

She got a contract, and last year had 30 appearances on the show.

"I nurtured that contact for three years," she says. "And if I hadn't made the move, I don't think I would have had that opportunity."

My basic philosophy is simple," Thomas said. "Make the most of each moment. Look for fun, innovative ways to enjoy every activity. Try a new approach to — to make life more interesting.

North America — 4800 feet!"

"The sheer number of runs is something of a phenomenon in Utah's ski industry — 24 for beginners, 28 to 30 for the intermediate skier, and, for the expert, the longest vertical drop run in the country in America.

For Bennett, the folk villages are merely the frosting on Heritage Mountain — he's excited about the prospects of skiing over 4500 acres of the most beautiful

...said, there will be expert tasters of ancient sagas from the northern seas, a Swiss chocolate factory in which guests can make candy snacks from molds, a skilled jeweler from Italy carving authentic cameos from turtle shell, European cheeses of all kinds, flower shops, leather goods, blown glass, and more.

mental Europe, he said.

Utahns, because so many of their recent ancestors were emigrants straight from Europe, will especially appreciate the cultural project, Bennett suspects. Records show that 52,000 people came to Utah from the British Isles, 27,000 from the Scandinavians area, and 26,000 from Conti-

the 1800s," Bennett said. "The desire for roots has been awakened in millions of Americans who like the idea of becoming better acquainted with their ancestral homelands and cultures," he said. "The Heritage Mountain people are capitalizing on this awakening."

hear an array of sights, sounds and activities that will bring to life the spirit of our ancestors' lives and times in the period of the 1800s," Bennett said.

..Which leads to the question

worked. "He was the first to show the world that educational activities could be entertaining as well as exciting," Bennett said. "And because of what he invented, many others have followed his lead and theme parks have sprung up everywhere."

In 1955, the creative genius Walt Disney reformed the amusement park concept in building Disneyland with its imaginative rides and skill games in a bright, clean atmosphere in which young, energetic college students

in 1870, serving as a blueprint for similar fun spots across the U.S. Unfortunately, they began to be associated with hustlers, con games, side shows, spun candy

